

"D.M."
PREMIUMS
NEVER DISAPPOINT

If the purchaser had to pay higher prices to get these stamps, there would be nothing in them. The point of importance is she does not pay higher prices. Our prices are never higher than those to be found anywhere else, and, as all our customers know are usually materially less than those charged in stores where S. & H. Stamps are not given. So the purchaser gets double advantage of lower prices, with a large and better assortment of goods, second, the advantage of S. & H. Trading Stamps. There is really nothing miraculous about the fact we can give both lower prices and Trading Stamps. The explanation is perfectly simple. Giving Trading Stamps attracts a very large number of purchasers and materially increases our volume of sales. Large volume of sales gives us a large purchasing power. Large purchasing power, as everybody understands, enables us to buy cheaper. Thus the S. & H. Stamps in a sense pays for itself by the volume of trade it brings us. You must remember, too, that while Howell-Cardon Company are the largest distributors of S. & H. Stamps in Cache Valley, there are a great many other stores in Logan and vicinity that give the same S. & H. Stamps. You are not obliged to buy all your goods here in order to fill your Stamp books. It is natural with our large stocks, low prices, and good qualities together with our modern service, including telephone and delivery conveniences we attract the bulk of the business, but any small purchases you make in your neighborhood, such as groceries, delicatessen, meats, stationery, drugs and the like, can earn S. & H. Stamps for you. Every 10c you spend can earn its Stamp if you will take the small trouble necessary to find S. & H. Stamp giving stores. They are everywhere. It is so easy to fill S. & H. Stamp books by saving Hamilton's coupons, United Cigar Stores certificates, and thousands of labels, trade marks, soap wrappers, tags and coupons, which are exchangeable at Howell-Cardon Company's for S. & H. Trading stamps. The Stamp book once started is like your bank book, a real asset for you. You cannot lose the advantage it gives you as long as you live. For as long as you live you must keep on buying. Start collecting S. & H. Stamps today. So start your collection of Stamps, we will give absolutely free 10 S. & H. Green Trading Stamps. When you get your book leave a space at the top of the first page to paste in the ten free ones, which will reach our store in a few days. You don't have to buy a penny's worth to get these free Stamps.

A medium heavy ribbed in black only,
all sizes. A splendid firm stocking.
Sells regularly at 15c;
our special
price **10c**